

New Year's Eve is a time when Character Towns shine!

Character Towns celebrate New Years Eve with their own local style. Regardless the location (and temperature), NYE is the time for celebrating local culture and sense of place with ball drop traditions that are not constrained by the well-known imagery of Times Square.

Imagination and community spirit runs wild with events that are distinctly home-grown!



[Bethlehem, PA PEEPSFEST](#)



[Boise, ID Potato Drop](#)



[Lancaster, OH Glass Town Countdown](#)



[Key West, FL Pirates, Conchs & Red Shoes](#)



Serving a Public Purpose - As with many holiday events, most New Year's Eve parties in Character Towns are put together by some combination of local government, sponsorships, and sometimes ticket sales just to share community spirit and support local business. But sometimes, there is a broader fundraising mission which allows for targeted local philanthropy. For example, check out www.thefestivalfoundation.org which runs the **CherryT Drop** in Traverse City, MI.

For more examples, of unique local NYE events, take a look at this fun readers choice of [USA Today Top 10 NYE Drops](#)